Evaluating Advertisements

Companies have many products that are targeted toward different markets. Sometimes they use different ad agencies and have very different campaigns. For this activity, you must select one company and collect ten magazine advertisements for one type of product. (For example, Ford cars, Chevy trucks, Del Monte canned food, Oscar Meyer lunch meat, etc.) This may require lots of research in different magazines over a several months of issues. Copies of the ads are acceptable – you do not have to turn in the actual ads.

Analyze the ads; then submit a report that answers the following questions:

1. Who is the advertiser?
2. What is the brand, product, or service?
3. For each ad:
   a. Describe how each ad carries out the company's campaign them in its copy, illustration, layout, etc.
   b. Explain what point in the product life cycle the product is in.
4. What do you think the company is trying to say about its products?
   (Look at the layout, read the copy, analyze the illustration)
5. Summarize what you learned from this activity.

Item	Points Available	Points Earned
All ten ads from the same company	10	
Question 1: Who is the advertiser?	5	
Question 2: What is the brand, product, or service?	5	
Question 3a: Describe how each ad carries out the company's campaign theme in its copy, illustration, layout, etc.	20	
Question 3b: What point is in the product life cycle is the product?	10	
Question 4: What do you think the company is trying to say about its products?	20	
Question 5: What did you learn from this activity?	20	
Overall Quality of Report	10	
TOTAL POINTS	**100**	